LIFESTYLE / D1

Fashion pays tribute to Pasig River, Arroceros Forest Park

WORLD / A28

Suu Kyi faces 5 years in prison for violating house arrest terms

WORLD / A27

Obama slams greed of Wall St., Washington

LIFESTYLE/C4

Tessie Tomas' son returns to show his fashion designs

Espiritu recalled as envoy to UK; DFA won't say why

By TJ Burgonio

WHY? THE DEPARTMENT OF FOREIGN Affairs (DFA) is not saying why ambassador Edgardo Espiritu has been recalled from his post in the United Kingdom.

"We can confirm that Ambassador Espiritu's successor has been nominated, and Ambassador Espiritu is due home," DFA spokesperson Ed Malaya said in a text message from Vietnam on Wednesday night.

When asked why the envoy was re-

ESPIRITU A11

F.F. Cruz on YouTube: It's not what you think

By Volt Contreras and Philip C. Tubeza

LIKE MOST "VIDEO SCANDALS," THIS 26-second clip drew strong denials from its supposed cast of characters.

A Commission on Elections (Comelec) official and a businessman vying for the P11-billion contract to automate the 2010 elections have come forward to de-

F.F. CRUZ A11

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Friday, May 15, 2009 ★★ 13 sections / Vol. 24 / No. 156 P18 online: www.inquirer.net

Melo's nightmare: No-el

Minority walkout mars probe of Villar

By Michael Lim Ubac and Christine O. Avendaño

THE INVESTIGATION OF SEN. Manuel Villar in connection with his purported use of his former post as Senate president to realign the C-5 road extension project in Parañaque City to benefit his real estate empire finally pushed through yesterday.

Early on, Villar's allies in the Senate minority cried foul and walked out of the hearing, but the chamber, sitting as a committee of the whole, dismissed their objections to the amended rules and proceeded with the scheduled preliminary inquiry.

As it turned out, only members of the Senate majority listened to the presentation of Sen. Jamby Madrigal's complaint against Villar through her lawyer Ernesto Francisco.

Senate President Juan Ponce Enrile, who chaired the proceedings, said the walkout of the minority was "unfortunate."

"The proceedings will go on," Enrile told reporters after the hearing. "If they will not present evidence [to counter the charges], we will decide the case according to the evidence presented to the committee. They

MINORITY A11



ROAD TO CONTROVERSY Sen. Manny Villar briefs the press with a slide projection of the controversial road to counter the allegations of his peers during the hearing of the Senate committee of the whole on his realigning, rerouting and double funding of the C-5 road extension to benefit his real estate empire in Las Piñas and Parañaque. JOE GALVEZ

'I'm willing to bet I will be found guilty'

By Christine O. Avendaño

SEN. MANUEL VILLAR YESTERDAY took the hot seat, not before the Senate sitting as a committee of the whole, but before the media.

"I did not do anything wrong. I did not violate any law. I did not do anything unethical," Villar repeatedly said in a press conference. "My only desire is to have this project finished, which will hugely benefit the people."

But Villar stressed that the Senate investigation was "all about the presidential election in 2010."

He said he was willing to bet that he would be found guilty by his fellow senators. "Hatulan kaya guilty ako dito."

Villar sought to rebut Sen. Jamby Madrigal's charge that he was behind the P200-million double funding in Congress of the C-5 extension road, as well as the purported rerouting of the road to benefit his real estate empire.

He said he intended to defend himself before the people, from whom he expected to get justice, rather than before his peers, espe-

WILLING A11

He says bid losers may sue to stop 2010 polls

By Kristine L. Alave

PAST BLUNDERS ARE GIVING Jose Melo, chair of the Commission on Elections (Comelec), nightmares that the current attempt to computerize balloting next year might lead to a no-election (No-el) scenario.

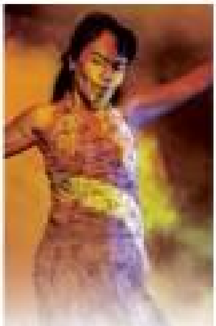
Melo said losing bidders or partisan groups who wanted to stop the elections could use as template the 2003 procurement anomaly case against the Comelec that torpedoed its plan to automate polling the following year.

He said a similar case could be filed against Comelec's P11.3-billion automation contract for next year's elections.

While he noted that anyone had the right to bring a case against the Comelec, Melo expressed fears that the bidding could be used to stop the elections.

Describing this as a worst-case scenario, Melo said in a press briefing yesterday: "That is what we are afraid of. That is sabotage. That is a no-election scenario. That would be chaos."

MELO'S A4



SNEAK PREVIEW Diosa Pangalan surprised her son on his 30th birthday last December with a flashy fiery dance. INQUIRER PHOTO



'Pac-mom' to wear five gowns at 60th bday bash

By Aquiles Zonio
Inquirer Mindanao

GENERAL SANTOS CITY—SHE WILL wear at least five expensive gowns when she celebrates her birthday tonight. And she is expected to spare a handling costing more money than

PAC-MOM A11

SUPPORTING ROLE

Kiko running for VP in 2010, Sharon confirms

By Nikko Dizon

THE MEGASTAR MADE IT "OFFICIAL."

Sharon Cuneta said Sen. Francisco "Kiko" Pangilinan, her husband, would run for vice president in 2010 and she was ready to assume the role of "Second Lady" if he was blessed with victory.

"Yes, I think he's declared. It's been made clear to everyone," Cuneta said when asked the other night if the senator was going to run for the country's No. 2 post next year.

Cuneta spoke to the Inquirer when she and Pangilinan appeared at the Register&Vote (RV) campaign—a rally and rock concert rolled into one—in Barangay Teachers in Quezon City.

Pangilinan is one of RV's prime movers. Aside from Pangilinan, those who initiated the RV campaign were Isabela Gov. Grace Padaca, Akbayan partylist Rep. Risa Hontiveros, lawyer Alex Lacson, Naga Mayor Jesse Robredo, entrepreneur Bam Aquino and former Rep. Nereus Acosta.

Pangilinan previously said he would seek the vice presidency next year, but it made little splash in the media. On Wednesday night, Cuneta "confirmed" it.

Pangilinan, who won reelection to the Senate in 2007 as an independent candidate, told the Inquirer last week that he would remain independent in seeking the country's second highest post.

As Pangilinan's wife, one of the country's most popular and successful

KIKO RUNNING A11



MEGA IS THE MEDIUM Actress Sharon Cuneta delivers the message to 5 million first-time voters to register during a rally-cum-street concert in Quezon City which launches the Register&Vote (RV) movement spearheaded by husband Pangilinan. LYN RILLON

Navy whistle-blower ordered arrested for desertion

By Jocelyn R. Uy in Manila and Nestor P. Burgos in Iloilo City

A PHILIPPINE NAVY OFFICER WHO has accused senior military officers of pocketing over P40 million in funds for the RP-US Balikatan exercises two years ago has been ordered arrested for desertion and insubordination, officials said yesterday.

The arrest order on Navy Lt. Nancy Gadian was issued on Monday following her failure to report back from her 30-day leave that started on April 22, Navy spokesperson Lt. Col. Edgard Arevalo said in an interview.

Gadian, 40, has accused retired Lt. Gen. Eugenio Cedo, then chief of the Western Mindanao Command, and other military officers of disbursing only P2.3 million of the P46 million allocated for the annual exercise in 2007 and helping themselves to the rest of the fund.

But a review of the documents, including a Commission on Audit report and several program expenditures, showed that the entire P46 million has been accounted for, said Lt. Col. Romeo Brawner Jr.

"We do not know what funds were misused," said Brawner, the spokesperson of the Armed Forces of the Philippines. "So far, her accusations are baseless."

Brawner said a deeper inquiry would be conducted after Gadian, who was in charge of civil-military operations during the Balikatan exercise, filed a formal complaint.

"So she has to come out in the open and file the formal charges with the evidence that she has in the proper court," he said.

Lt. Gen. Victor Ibrado, AFP chief of staff, has said that the military would participate in any investigation of the case, according to Brawner.

Malacañang also urged Gadian to file a complaint.

"This is exceedingly disgraceful if ever this is true, and we want to clear the institution, the AFP and Balikatan," Undersecretary Lorelei Fajardo said.

NAVY WHISTLE-BLOWER A11

Second FRONT PAGE

SUERTRES SIX DIGIT

SUPERLOTTO 6/49

28 38 39 43 46 48

P93,499,466.40

New rape victim is no 'Nicole'

THE 22-YEAR-OLD WOMAN WHO HAS ACcused a United States serviceman of raping her last month recounted her ordeal in a press conference yesterday.



VANESSA, with her back to the camera, recounts her ordeal.

It's official: Summer's gone


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PHOENIX



PM Arroyo? Why not, says aide

By Christian V. Esguerra

Open secret

Melo's nightmare: No election

From page A1

Armor is transparency

Probe called

Bid results at weekend

Dare to ask. Be an Inquirer.







100,000 new jobs seen with investors' visa scheme

2 'Idols' not exempt from swine flu check

By Dona Pazzibugan and AFP



COOK



ARCHULETA

Call to lawyers

Pacquiao example

Social distancing

SC gags Lozada judge

By Tina G. Santos and TJ Burgonio

Palace emissary

Telcos face taxman's threat

By Philip C. Tubeza

REVENUE SHORTFALL

Fire Customs, BIR chiefs, GMA urged

By Philip C. Tubeza

[illegible]

DepEd head to form 'noodle probe' panel

By Edson C. Tandoc Jr.

[illegible]

It's suicide, Trina's kin insist



GMA arrives in Indonesia for Coral Triangle meet

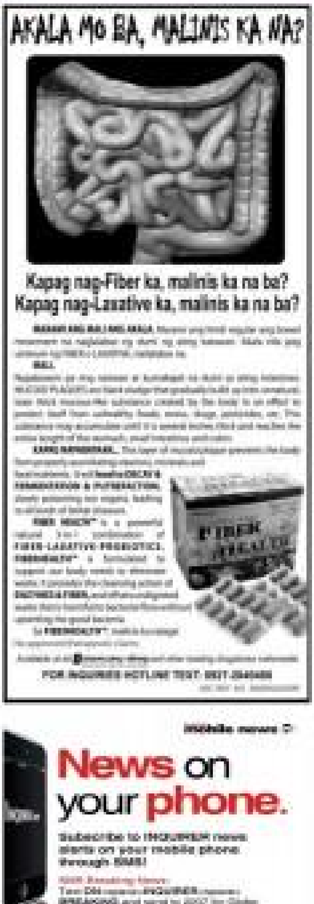


THE DAILY GOSPEL

Caught cheating casino, 2 foreigners face expulsion











Minority walkout mars probe of Villar

[illegible]

Summary of charges

[illegible]

Violations

[illegible]

'Taking leave'

[illegible]



WALKING THE TALK. [illegible]

Rushing to hang colleague

[illegible]

'Totalitarian'

[illegible]

Villar vs evidence

[illegible]

'I'm willing to bet I will be found guilty'

[illegible]

'Kuyenta'

[illegible]

2 roads

[illegible]

DPWH letter

[illegible]

Zonal value

[illegible]

'No conflict of interest'

[illegible]

Espiritu recalled as envoy

From page A1

Banking/finance man

Power broker

An impeachment court

Damning testimony

F.F. Cruz on YouTube ...

From page A1

Buying an island

Measuring the equator

'Let's trust the process'

'Pac-mom' to wear five gowns at bday bash

Rolex and Louis Vuitton

Dream come true

Memorable affair

Be humble

No place like home

Kiko running for VP in 2010, Sharon confirms

'Where my husband is, I go'

KC joining, too?

Padaca et al.

'He's proven his worth'

Voting power





OPINION

Maturity unfolding

EDITORIAL



Why GMA desperately wants to run

AS I SEE IT

Neal H. Cruz

Cheche Lazaro and ironies of truth-seeking

PASSION FOR REASON

Raul C. Pangalangan

Nobody got away undiminished

ANALYSIS



Amando Doronila

Virtual virtue

PINOY KASI



Michael L. Tan

Sins and music

Digital spaces

City dreams

AT LARGE



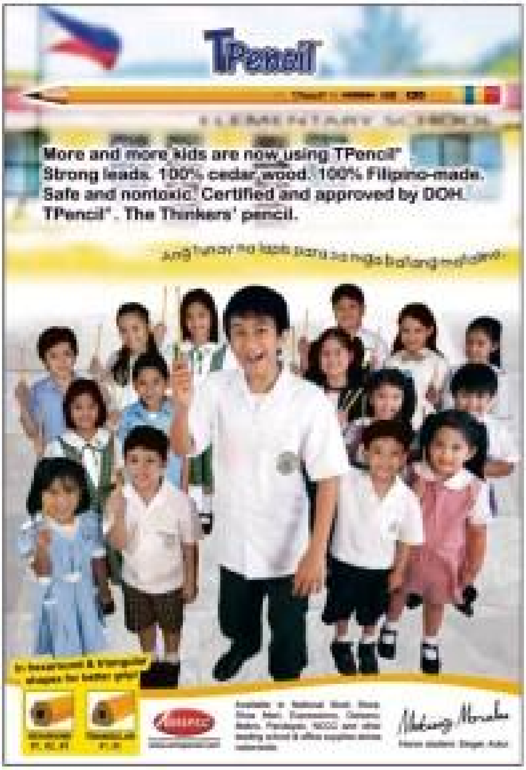
Rina Jimenez-David

The execution of Bonifacio

LOOKING BACK



Ambeth R. Ocampo



Crocodiles in coat and tie

LETTERS

Is there a Macea-imposed martial law in Makati?

SULU KIDNAPPING

Italian still alive, says governor

New MNLF camp

Intensified operations

Navy whistle-blower ordered arrested for desertion

[illegible] P2,580

'Can't stomach corruption'

No justice in military

Visayas power rate hike padded by 13¢

By Carla P. Gomez
Inquirer Visayas

BACOLOD CITY—ELECTRICITY CONSUMERS IN the Visayas are actually paying at least 13 centavos more than a government-approved increase in rates as a result of systems loss and government taxes, according to an electric cooperative official.

Enrique Tabino, manager of the Central Negros Electric Cooperative (Ceneco), said the consumers were paying 96 centavos more per kilowatt-hour, or 13 centavos higher than the 83-centavo provisional rate increase granted by the Energy Regulatory Commission (ERC).

The rate increase was provisional as it was approved while a petition for a higher increase of P1.36 per kWh, filed by the National Power Corp. (Napocor) and the Power Sector Assets and Liabilities Management Corp. (PSALM), is still pending.

Government officials and political leaders in the Visayas were united in their opposition to the rate increase.

Tabino, replying to consumer complaints against huge increases in their bills, said systems loss imposed by Napocor and the expanded value added tax (E-VAT) were added to the bills on top of the ERC-approved provisional rate increase.

Ceneco, he said, merely collects the extra costs. Amounts collected for systems loss go to Napocor, while those for E-VAT go to the Bureau of Internal Revenue, he said.

He said Ceneco, in April, charged P6.175 per kWh for residential consumers, P6.020 for small commercial users, P5.707 for large commercial users, P6.457 for the use of electricity for street lights, and P5.407 for primary metering.

Joaden Dicman, Negros head of National Grid Corp. Philippines, said at a press conference on Wednesday that the power shortage experienced by Negros Occidental has triggered the almost nightly blackouts in the province at peak hours.

Total power demand of Negros was 211 megawatts, but the Palinpinon geothermal power plants were only producing 115 MW, Dicman said.

He also said that unlike in Cebu and Panay, there are no power plants being built in Negros.



IN JANUARY, these Japanese nationals burned the skeletal remains of their war dead to help heal the wounds of World War II. The bones were retrieved by Kusenzi Investigations, whose coordinator was arrested last month for transporting more bones in Tondo, Manila. [illegible]

Seizure of remains delays Japan rituals

By Vincent Cabreza and EV Espiritu
Inquirer Northern Luzon

BAGUIO CITY—JAPAN NEEDS TO HEAL ITS war wounds, but the seizure last month of a hundred skeletal remains believed to be those of Japanese soldiers at a checkpoint in Tondo, Manila, could slow this process, according to a Filipino relic hunter.

Ramon Bayaona of Ifugao said the police had mistakenly confiscated the war remains, which need to be returned to Tokyo before Japan observes the 1945 atomic bombing of Hiroshima and Nagasaki.

Bayaona works for the Kyoto-based Kusenzi Investigations, which made headlines for burning the bones in rites in Kiangan, Ifugao, in January.

Kusenzi is coordinated here by Ryouji Tomita, the Japanese who was detained by the police on April 28 for transporting the bones.

Tomita faces charges of illegally transporting cultural relics. He is under the custody of the Japanese Embassy in Manila.

The Japanese have discovered that most of their relatives died in the Philippines toward the end of World War II, Bayaona said, and Kusenzi undertook the search in Asia.

Since the end of the war, Kusenzi has been tracking down Japanese soldiers killed in the war. Initial estimates placed the number at 2.4 million. The remains of about 1.26 million have been repatriated to Tokyo, but 1.16 million others have not been recovered.

Kusenzi has been trying to complete its mission this year because of plans to enshrine in 2010 all of the bones in a plant site in Nagasaki, Bayaona said.

"We need to send the bones back. We can't allow the bones to be forever [this country's] prisoners of war, even as spirits. Isn't that enough punishment?" he said.

The bones Tomita was said to be carrying came from Mindoro.

Bayaona said the bones his group was tracking down are scattered around the country. Almost all of them though would be brought to the Cordillera, he said.

Suspect in murder of editor arrested

CITY OF SAN FERNANDO—ONE OF THE two suspected gunmen in the killing of Aurora editor Philip Agustin on May 10, 2005 has been arrested in Mabalacat, Pampanga, police said on Thursday.

Nilo "Boyet" Mirano was arrested in Barangay Poblacion in Mabalacat at past 3 p.m. on Wednesday, Chief Supt. Leon Nilo de la Cruz, Central Luzon police chief, said.

Policemen from the regional intelligence office (RIO), regional investigation division and regional mobile group worked together in arrest Mirano, De la Cruz said.

Mirano and his cousin, Manuel Aldog, were issued arrest warrants by Judge Armando Borga of the Manila regional trial court on May 16, 2006. Mirano had sent surrender feelers to the National Bureau of Investigation since late 2008 but did not surface.

Mirano was turned over to a regional trial court in Manila. *Tonette Orejas, Inquirer Central Luzon*

Coral reef ruin linked to Albay town mining

Skin diseases, declining fish catch found by team

Loss of livelihood

Itchy lesions



POLITICAL ISSUE

Mayor appeals for help on typhoon destruction

Chicken dung trade stinks in Benguet areas

SPECIAL REPORT



Farmers' choice

Not organic?

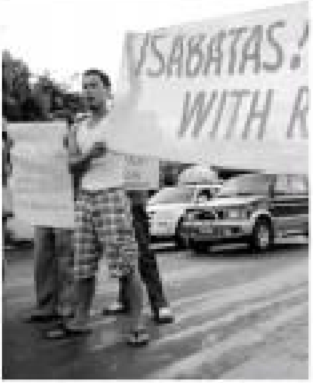
Enhancements

Scientific what?

Dilemma

Health danger

Surprise move



A GROUP of farmers block a portion of the Maharlika Highway in Barangay Isabang, Tayabas City, to press for a new land reform program.

Farmers block highway, rally for land reform

TAYABAS CITY—TRAFFIC stood still for about 25 minutes on the main highway in this city as a group of farmers lined up to press their demand for a new land reform program.

At least 50 farmers occupied a portion of the Maharlika Highway in Barangay Isabang to press Congress to pass House Bill No. 4077, which seeks a Comprehensive Agrarian Reform Program with Reform (Carper).

"Time is running short for the millions of peasants across the country," said Arsenio Villamor, one of the protest leaders and head of the farmers' group Kilusang Magbubukid ng Pilipinas (KMP) in the Bondoc Peninsula.

Holding streamers and posters, the farmers marched at about 5:30 a.m., stopping traffic flow that resulted in a three-kilometer-long queue of vehicles.

"They should hold their protest in front of Congress and not here in the middle of the highway," said an irate bus passenger.

"I understand their plight. I can spare a few precious minutes of my time," said a van driver.

Some protest leaders said Congress should not waste time amending the Constitution and instead give attention to Carper.

"It's a matter of life and death for peasants," said Cita Ilarioso, head of the peasant group Lakas ng mga Kababaihang Magsasaka at Kabayunan.

The farmers also asked lawmakers to decriminalize agrarian-related cases.

In November last year, farmers protested at the Regional Trial Court in Lucena City after criminal cases were filed against more than 300 Bondoc farmers claiming ownership of the land they had been tilling.

Leaders of the highway protest said their action was part of nationwide rallies and activities to demand passage of Carper. *Delfin T. Mallari Jr., Inquirer Southern Luzon*

'Chiz' recommends cash crops for Bicol farmers

NAGA CITY—OPPOSITION Sen. Francis "Chiz" Escudero said on Sunday that farmers in Bicol should plant high-value cash crops, such as pineapple and abaca, to compensate for the damages brought by Tropical Storms "Dante" and "Emong."

"The government should provide training, quality seeds, preferential loans and improved post harvest facilities so that rice farmers in the region will be able to recover at least some of their losses from natural disasters," Escudero said.



BUNDLES of newly harvested palay stalks shine like gold for rice farmers of Barangay [illegible] in Legazpi City.

The National Disaster Coordinating Council placed damage to agriculture in the region at P798 million and losses in rice production at P720 million.

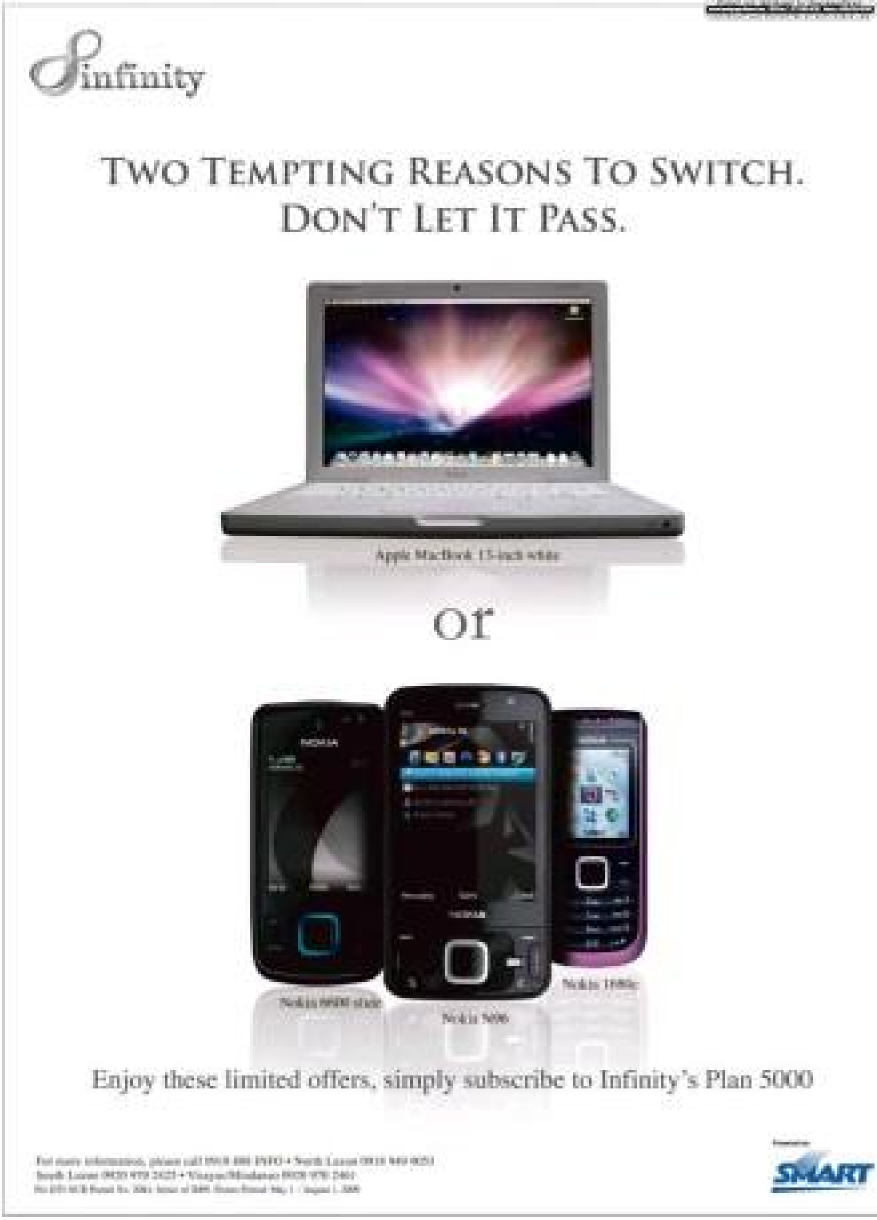
The Department of Agriculture said the rice losses were equivalent to at least 40,000 metric tons planted to more than 23,000 hectares of land.

"Cash crops, like pineapple and abaca, already thrive well in the region and are not affected as much by strong winds and constant rain," Escudero said.

Pineapple production in the region rose to nearly 100,000 MT in 2008 from just around 2,000 MT in 1988. But abaca production declined from about 25,000 MT in 1994 to just over 11,000 MT in 2008.

"If we can focus on just these two crops, Bicol rice farmers can recover quickly from their losses," Escudero added.

Of the six provinces in the region affected by the recent storms, Camarines Sur was the worst hit, with agriculture losses reaching P547 million, followed by Escudero's home province—P158 million, and Albay, P86 million. *Juan Escandor Jr., Inquirer Southern Luzon*



Indulge in Infinity's Innovations

Manila, Philippines — Infinity, powered by Smart Communications, Inc., is the most premium postpaid brand in the country today. Infinity has been in the forefront in bringing innovative packages such as multiple handsets, the Infinity Vacation Package, the MacBook promo and various partnerships with the finest establishments. Also noteworthy are its premier events such as the recent Infinity Awards Night with former Prime Minister Tony Blair of Great Britain and Northern Ireland, and the much anticipated annual Infinity Golf Classic.

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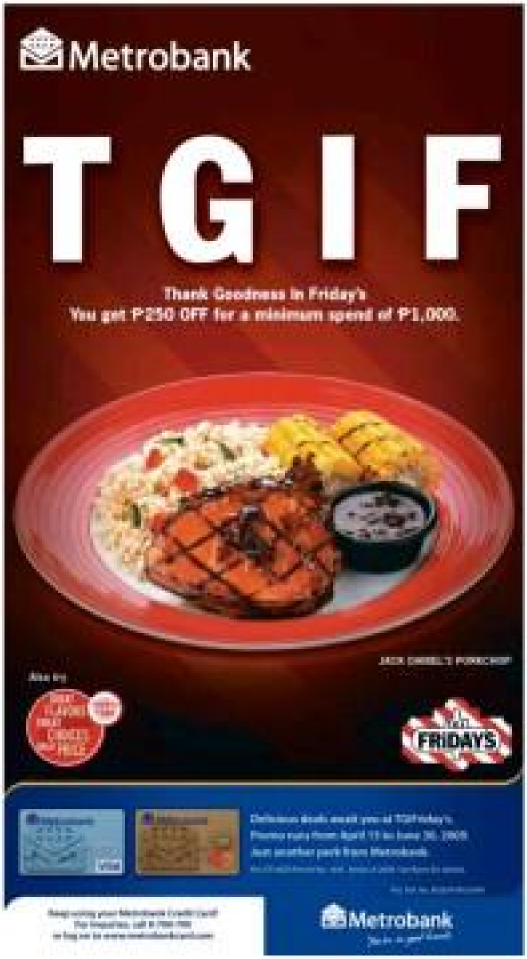
DID YOU KNOW



Manila dads vote to keep oil depots

Oppositors say new ordinance allows 'hazardous' industries in city

THE MANILA CITY COUNCIL YESTERDAY approved an ordinance which would allow the "Big 3" oil firms to continue operating the Pandacan oil depot despite a recent Supreme Court ruling ordering with finality the facility's relocation.



Man shot dead by own pal on a bike






WESTERN
Coolest Summer Deals '09
drink up
most refreshing mix
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P1,549.17
P1,665.00
P1,750.00
P1,374.83
P1,874.58
P2,061.67
P4,731.67
P3,416.58
P2,332.92
P2,374.58
P2,615.83
P2,132.50
P1,466.58
P1,299.58
P1,124.83
P1,516.50
P4,332.50
P832.50
P2,499.16
P1,332.50
P916.15
P624.58
P874.58
P1,074.92
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P1,916.58
12 mos. 0%
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12 mos. 0%
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12 mos. 0%
P832.92
12 mos. 0%
P541.58
12 mos. 0%
P1,575.00
6 mos. 0%
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SAVE P33,000
LOWEST PRICE
SAVE P12,000
SAVE P4,000
Shop Your Way To Easy Rewards.
Platinum
Exclusives
FREE Movie Cards
easy terms
FREE CD Case
FREE Yellow Cab Gift Cheques
FREE Yellow Cab Gift Cheques
FREE Flat Iron
BUY NOW PAY LATER
FREE Domino's Pizza
SMART

Taguig settlers' eviction still on despite appeal

By Nina Catherine Calleja



SCENE of the Crime Operatives (Soco) examine the body of cab driver Marciano Baldones Jr. early morning Thursday.

Cabbie found dead inside parked cab

4 men barge into computer shop, kill Korean trader, workers

By Nina Catherine Calleja

Amalia Fuentes, 3 others face robbery raps



FUENTES

MetroBriefs

Art of Living workshop set May 18-23

UE honors newly appointed associate justice

Grand Santacruzan set at Escolta riverbank

Manila dads vote to keep ...



PANDACAN oil depot

Obama slams greed of Wall Street, Washington



PRESIDENT Barack Obama being introduced during the Arizona State University commencement ceremony on May 13.

Pilgrims throng Pope's Nazareth Mass



POPE Benedict XVI wears a scarf donated by Palestinian refugees in the West Bank city of Bethlehem on May 13.

Sony in red: $1B, first net loss in 14 yrs

President reverses self, won't release abuse photos

Growth of Asian, Hispanic minorities in US declines

Intel fined $1.45B in antitrust case in EU

China steps up search for swine flu carriers

The WORLD

Suu Kyi charged with violating arrest terms

RANGOON, BURMA—BURMA'S PRODEMOCRACY leader Aung San Suu Kyi was charged on Thursday with violating terms of her house arrest in a bizarre case involving an American man who swam across a lake to sneak into her home, her lawyer said.

[illegible]



SUU KYI

[illegible] AP



WHAT'S INSIDE

■ So, Saderra, Gomez hurdle inaugural rivals
/A30

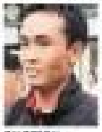
SPORTS



■ Nuggets back in West finals after 24 years
/A31

Calderon captures overall lead

[illegible]

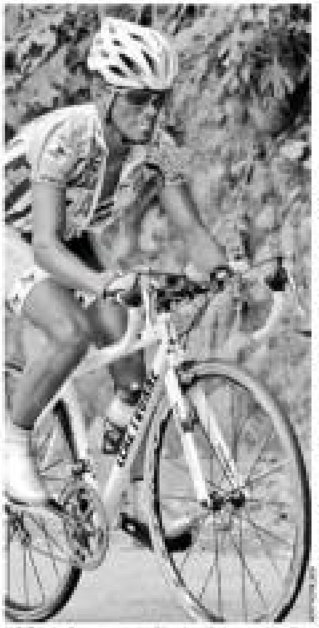


CALDERON

[illegible]

Stage 7
[illegible]

[illegible]



RP five tackles Lebanon today

MVP never got back to Jorge

IN HUDDLE



So, Sadorra, Gomez hurdle inaugural rivals



World C'ship Derby

Angping hits back at POC execs

SPORTSWATCH

Pacman tops own tourney

Pasay cockfest today

Tiu tries to keep lead

Pagulayan, Gomez Kiamco unscathed

Panabo boxfest

Summit Point golf stakes ₱2M



Licealiz, Oracle rout Final 4 foes

By Cedelf P. Tupas

Nuggets back in West finals after 24 years



FEU secures q'finals slot; Tigresses on top



Warriors stake clean slate

FCBL: Red Cubs, Tiger Cubs, Eaglets score

Realtors end skid, keep outright semis bid alive

By Musong R. Castillo

Calderon wrests Padyak . . .

Coors Light Live the Game!



Mr. Benito Sibong Jr. accepts the NBA Playoffs VIP Pass from Molson Coors Asia Director Jim Wong.



Mr. Alex Fabro and Mr. Jesus Paraing proudly display their authentic NBA jerseys from Coors Light.



Coors Fanatic Michelle Sun wins a trip to the US to watch the NBA playoff games.

Coors Light, the world's most refreshing beer, recently held the first raffle draw for its "Live The Game" consumer promotion in partnership with the National Basketball



BUSINESS



Gov't eyes special agriculture ecozones

Targets large-scale, foreign-funded farm projects

THE DEPARTMENT OF AGRICULTURE HAS ASKED THE Philippine Export Zone Authority to help create a special economic zone for large-scale, foreign-funded agricultural investments.

IN THIS ISSUE

- **Gov't Feb. debt stock** down 2.3% /B2
- **Meralco net profit dips** slightly to P653M /B4
- **Ayala Corp. nets** P2.28 in Q1 /B6

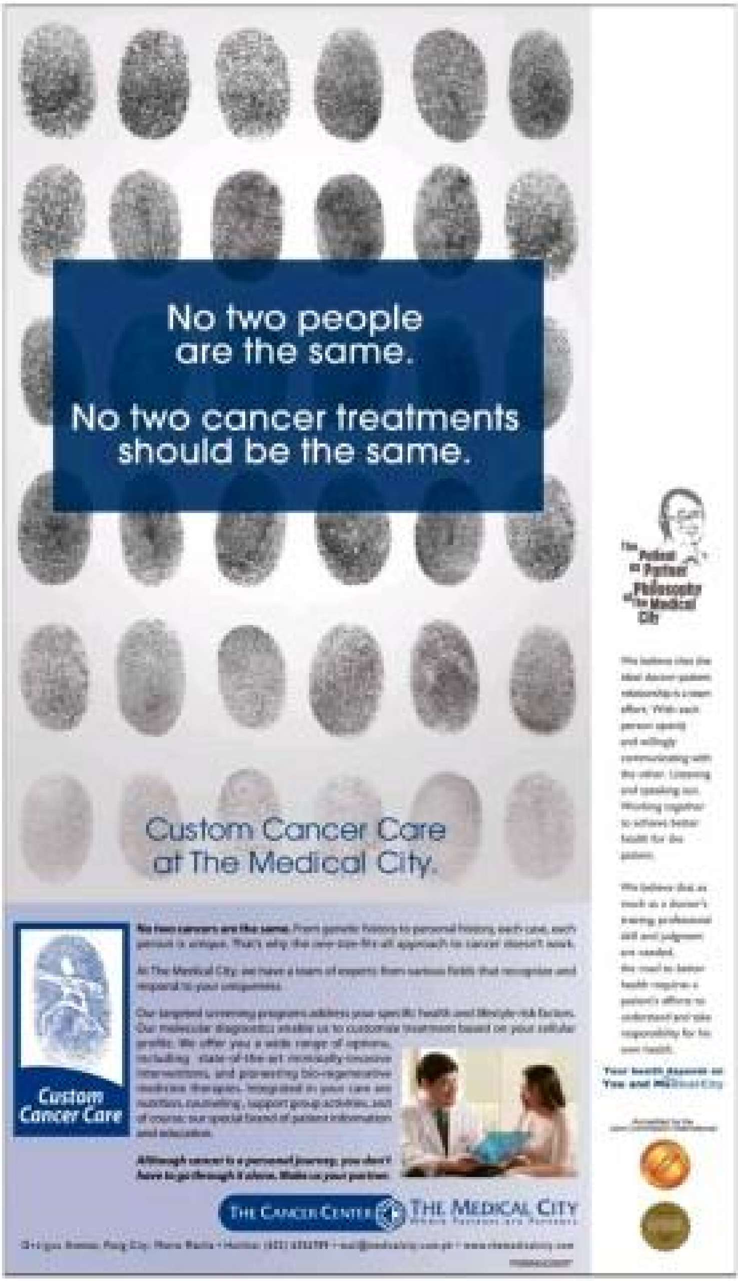
RP consumer confidence remains high

INDICATORS

CURRENCIES

STOCK MARKET

Stocks down on profit-taking



'Hot' money outflows rising

Net portfolio investments pulled out hit $276M in April

Red Vulcan gets 5-yr loan term extension



Gov't debt stock down 2.3% to ₱4.16T in Feb

Auctions in support of smuggling

COMMENTARY

ROUNDUP

PEP taps Korean broker

Pacific Online earnings up

4th 'sari-sari' store convention

PHILAMLIFE: At the Forefront of Innovation

PRIME YIELD

Lock-in the peak value of your investment with Philamlife Prime Yield

PHILAMLIFE, THE COUNTRY'S LARGEST AND MOST trusted life insurance company, presents its latest product innovation, the first of its kind in the market today – Prime Yield, a regular-pay dollar-denominated variable life product that lets you maximize your investment.

MILESTONES

Philamlife receives 2009 Reader's Digest Trusted Brand Award

PHILAMLIFE REMAINS THE MOST TRUSTED LIFE insurance company in the Philippines as it receives its 6th consecutive Platinum Trusted Brand award for the insurance category from Reader's Digest Asia.





OPPORTUNITY

PHILAMLIFE's series of investment forums this May

PHILAMLIFE INVITES YOU TO ITS SERIES OF NATIONWIDE Investment Forums this May 2009. The forums will have mid-year economic briefings and presentations on our latest variable life product, "Prime Yield," to be conducted by Philamlife treasurer.

Meralco net profit dips slightly to ₱653M in Q1

Name association



Sluggish demand trims Vista Land earnings

Gov't eyes special agri ecozones

RP consumer confidence remains high

Tan holdings firm set to prepay PAL notes, debt

Ayala Corp. nets ₱2.2B in Q1

Jollibee may miss '09 growth targets

Mining company Omico reports 1st quarter gains





OUTSTANDING ASSURANCE

HARI reaffirms dependability with new victory in Distributor Operation



A prizewinning Hyundai distributor

All's well with Hyundai

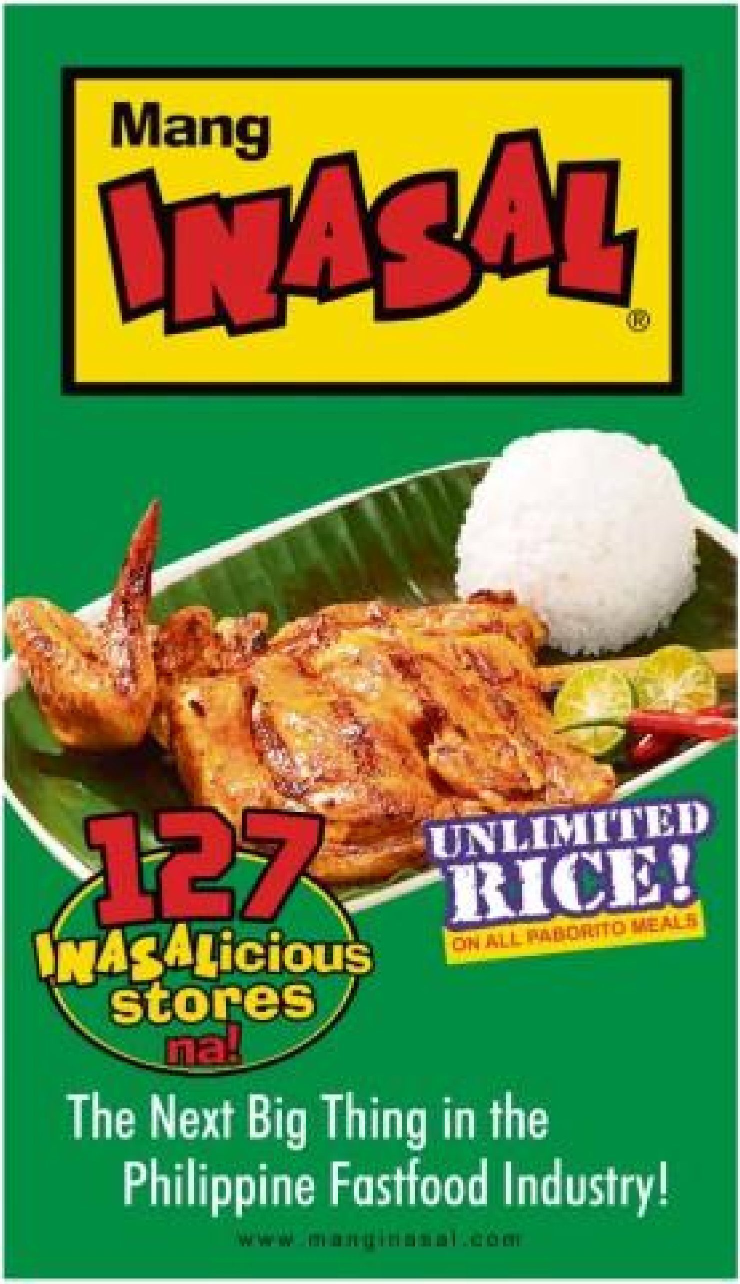


BUSINESS Friday



Winning the war for markets with brands

Strong names break through trade barriers



IN THIS ISSUE

facebook
■ Online marketing gets second look / B2-3
■ Marketing Rx / B2-4
■ RP gets taste of 'affordable luxury' goods from France / B2-4

People, Events & Products

The secret of strong barkadahan

EPLDT SME SOLUTIONS FEATURED IN E-BUSINESS CONFERENCE





AMD : No. 1 cause of vision loss among elderly

Bits & Clips

Young artists selected for int'l art exhibit

PSGP holds lay forum

Kumon Phils.' seminar series

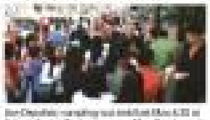
Pizza Hut, Nova Garlic Parmesan promo

Johnny Arcilla Tennis Circuit

FPP Mindanao 2009 set

Seminar on how to evict abusive squatters

MYRA E DAILY SUN PROTECT FACIAL MOISTURIZER SAMPLING





AMA HI SKUL IDOLS ULTIMATE CHALLENGE II 3RD PLACE WINNERS

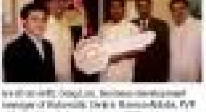
LENOVO DEBUTS SUPER-SLIM ALL-IN-ONE DESKTOP, 14-INCH LAPTOP





HINO BALINTAWAK OPENS

BRAND-NEW CONDO AWAITS LUCKY APPLIANCE BUYER



QUEEN CITY OF THE SOUTH WELCOMES UCC COFFEE



GOINGS-ON

Chikka opens up new advertising opportunities

3M named best firm for leaders

Online marketing gets a second look



Winning the war for markets with brands

Why is there a need to brand?

Dumping ground

Top 15 World's Most Valuable Brands 2008

World's Most Valuable Brands 2008 From Asia

BUSINESS Friday

No more tears—Conclusion

MARKETING Rx

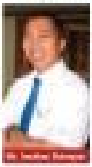
Dr. Ned Roberto & Ardy Roberto

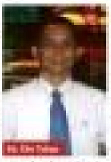
Dissatisfiers, satisfiers

Motivator

Positioning challenge

Climbing their way to the top: McDonald's Outstanding Restaurant Managers



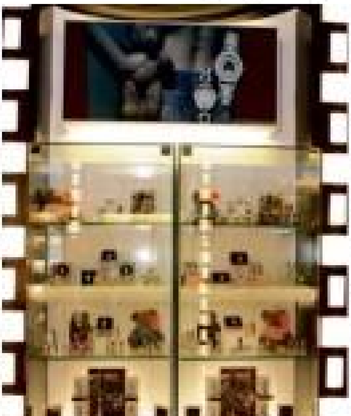


RP gets taste of 'affordable luxury' goods from France

Paris-based brand of watches targets young Filipinos

MARKETING STRATEGY

More open





Core market

Branching out

Association

LIFESTYLE Fashion & Beauty

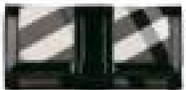
New line from checkered brand



BURBERRY Mega Check cashmere scarf



BURBERRY Exploded Check leather bag



BURBERRY black-and-white check purse



BURBERRY oversize check tote





CORPORATE

CASUAL

NIGHT

Go for gold








back to school
uniforms
my store... my SM
WHITE BLOUSE
P.E. UNIFORMS
PLEATED SKIRT
UNDERWEAR


back to school
uniforms
my store... my SM
WHITE POLO
P.E. UNIFORMS
SHORTS
SLACKS
UNDERWEAR

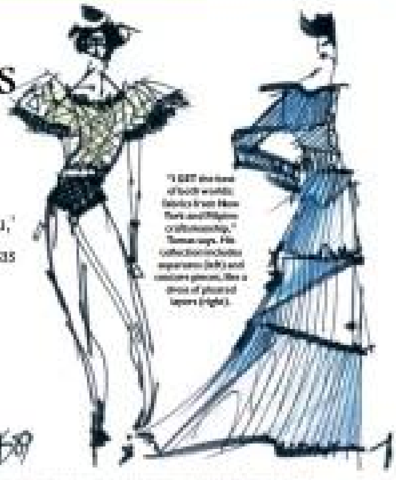


Teysi's son is home, rarin' to show his fashion designs

FOR SOME, THE GLOBAL ...



'My clothes are about unleashing the Madonna in you,' says Robin Tomas







Passion

Tentative plans



LIFESTYLE Fashion & Beauty





FASHION PAYS TRIBUTE TO PASIG RIVER AND ARROCEROS FOREST PARK

Dress-down, fun glam



THIS MUST HAVE BEEN ONE summer when you stayed in more rather than ventured out, thanks to the rain. Summer was over even before it could begin—at least that was how you felt.

The few times, however, that the sun peeked out, you stole that glorious time outdoors—from the beach to the mountain.

Inquirer Lifestyle didn't go to any of those exotic far-flung places to shoot the last-breath-of-summer collections. We instead decided to showcase two city features that are in dire need of the sleek urbanite's attention—Pasig River and Arroceros Forest Park.

They are the lifeline of a congested, decaying metropolis, except that they are themselves fighting for dear life.

Style is nothing without the substance that derives itself from its environment.

With this perspective, we didn't need to convince Jim Paredes to do the shoot one

DRESS-DOWN D2

Reviving Pasig River

DUE TO RESIDENTIAL AND INDUSTRIAL development, the Pasig River has become very polluted and is considered dead by ecologists.

The Pasig River Rehabilitation Commission (PRRC) was established to oversee rehabilitation efforts for the river. Supporting the PRRC are private-sector organizations like Clean and Green Foundation Inc., which implemented the [illegible] campaign.

Pasig River, which stretches for 25 kilometers from Laguna de Bay to Manila Bay, serves as a major transport route, source of water and lifeline of Laguna de Bay (one of the biggest freshwater lakes in the world).

As such, it is a vital ecosystem and irreplaceable natural resource.

Pasig River's condition and the subsequent growth of Manila and the surrounding [illegible]

REVIVING D2



[illegible]



[illegible]



[illegible]



[illegible]



[illegible]

FASHION PAYS TRIBUTE TO PASIG RIVER AND ARROCEROS FOREST PARK

Dress-down, fun glam

From page D1

Sunday. Paredes, one of the iconic Apo trio, is a dedicated photographer, and a committed Filipino.

Soft and billowy, citrus brights and prints, gossamer yet skimming the body without hugging it—these are the style pegs of the season put together by Look Magazine fashion editor Kat Cruz. They're dress-down, fun glam!



[illegible]



[illegible]

Reviving Pasig River

From page D1

[illegible]



[illegible]



Arroceros rises again

A SHADOW of its old self



TYPICAL working day for Winner Foundation. Arroceros painters, volunteers from Rotary Club of Binondo, and other Winner Foundation volunteers, including president Nadi Paterno

Destroyed by philistines in the former City Hall administration, the forest park is witnessing its own resurrection under Mayor Lim

By Chit Roces
Contributor

AT ARROCEROS Forest Park, Earth Day was celebrated on April 19, the Sunday after Easter, with renewed hopes for its own resurrection.

Other demolitions

Gone



ARROCEROS painters displaying their works for sale



MAYOR Alfredo Lim plants, while children and Gemma Cruz-Araneta watch on.



Arroceros rises again

From page D1

children who had adopted their own trees and put their names on them or who in fact planted their own?

"What happened to my tree, Mommy?" asked Rory Ridgill, 14, for instance, as she gazed at the spot on the third floor where she had planted it eight years ago.

Gone, too, were most of the crickets, the butterflies, the birds—gone to safer and more hospitable places.

But the park itself will live on, says activist and screenwriter Odette Alcantara. "It was created out of love, and anything created by love will never die."

The mayor arrived bright and early as usual. He and Gemma Cruz-Araneta opened the festivities by planting a 6-ft narra between the acacia trees he had planted the day after his installation in office in 2007.

Amid more tree planting, Hare Krishna chanted, the Barasoain Obando troupe danced, celebrants partook of a simple buffet of barbecue, fishballs, adobo, pancit and rice, and box of dessert, with chilled drinks donated by Coca-Cola, a longtime patron and friend.

When someone commented that the fishballs seemed too empty, someone quipped, in another perfect remark for the occasion: "That, my dear, is the multiplication of fishballs!" Indeed, multiplication was the miracle of the day: about 300 needed to be fed.

As joyous as the coming of spring was the news from bird-watcher Michael Lu. He had identified seven species. There used to be at least 12.

But perhaps the most felicitous words came from John Leydon, another old friend of the forest and the foundation, an Irish Columban priest from the parish of Malate. He spoke of the resurrection of Christ, Easter, marked the previous Sunday, neatly tying the two occasions together: Earth Day and Easter.

He closed with a prayer, casting affectionate glances at the forest around him and praising the dogged efforts of the foundation to preserve it.

God in nature, as in Christ, is persecuted and sometimes even sacrificed, he said, but again, like Christ, it triumphs in the end and rises again in all its glory.



NFS JARDIN planting a narra tree with Paterno, Yergel and Chit Ramos

LIFESTYLE Fashion & Beauty

Think '80s, think blue eyeshadow

Francois Nars' makeup signals the revival of the decade of flamboyance

EIGHTIES MAKEUP ANYONE?



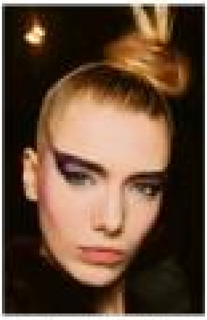
Think '80s, think blue eyeshadow















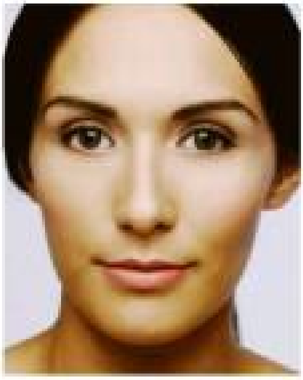








How to contour and highlight your face



It's all about creating subtle light and shadows



New skin-brightening formula for Asian skin



MAKEOVER 911



Skin tone

Freckles



NEW SALON OUTLET

Cream that helps reduce cellulite



Vanity Basket



Nail care products



New kid's care line



'Natural' deodorant


A NEW SHOPPING EXPERIENCE COMES CLOSER TO YOU.
SM
HYPERMARKET
NOW OPEN!
Shaw Boulevard, across JRU
SHAW BOULEVARD
JRU
SM HYPERMARKET


Enjoy unbelievable savings on these Grand Opening offers!
FUKUDA
P4,499
SANYO
P4,999
UNION
P19,990
P2,999
AMERICAN HOME
P699
P499
P799

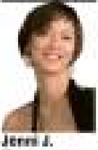
Editor: Thelma Sioson San Juan

LIFESTYLE Fashion & Beauty

Contributing Editors: Jenni J. Epperson, Apples Aberin-Sadhwani and Pia Francisco-Prieto

Mabuhay!

Celeb sightings



Jenni J. Epperson

Spotted: The biggest trends on stars

What's hot: Bay glow colors make a statement—especially when contrasted with black, as worn by KC Concepcion.

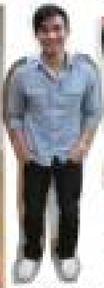
You know you love it: It's all about the details. Mark Bautista shows you how to tweak a wardrobe staple. Note the epaulette detail of his cool shirt.

Consider tip: Dark denim makes your legs look slimmer. Piolo Pascual sports a dark pair of jeans to emphasize his trim upper body.

This just in: Gretchen Barretto shows us how to look fabulous despite the hard times with vintage necklaces.



GRETCHEN wears a vintage Valentino gold necklace with spiders and butterflies, a Chanel long strand necklace, an old Gucci blazer and diamond-studded hoop earrings she bought years ago from Kristina's.



MARK wears Studio of Ginyo shirt with epaulettes, H&M jeans and CK sneaks.



"LOVERS in Paris" co-stars

The best place to go for 'crisis prices'



Style tip: [illegible]

Stylish bargain hunting these days equals SM

By [illegible]

NOT SINCE THE GREAT Depression has crisis fashion [illegible]

[illegible]

Fashion is for all.

E-mail the author at [illegible]



Style tip: [illegible]



Style tip: [illegible]



Style tip: [illegible]

Search for Pixie prince and princess

[illegible]

Mall sale

[illegible]

New Poon album

[illegible]

Disco night fever

[illegible]

Catering class

[illegible]

Food exhibit

[illegible]

CDO lighthouses

[illegible]

Weight-loss challenge

[illegible]

Parian celebration

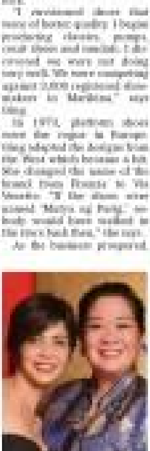
[illegible]

Reinventing the Filipino brand

Via Veneto is 36, and now has a formula to thrive in a younger market



European components



Premier Lifestyle at Power Plant Mall

There are many reasons why Power Plant Mall remains a preferred stomping ground for the well-heeled. And they've just added a few more digs for you to explore.





Amped-up classic brands

Original Penguin by Munsingwear (R2 Level), heralded as the clubhouse label in the 1950s and the favored brand of icons like Arnold Palmer, Richard Nixon, and Bing Crosby, reinvents the classic suburban leisure brand. By retooling its designs and marrying suburban chic with a clever sense of humor, Original Penguin exudes a greater appeal to the younger, more fashion-savvy set.

Another much-loved brand for casual wear has introduced a fresh new concept to provide a new playground for individuality. Aptly named Giordano Concepts (R2 Level), the design philosophy driving this young brand is a relaxed, understated sophistication that "dresses up" Giordano's familiar casual look. Giordano Concepts and sister brand Giordano Ladies maintain the brand's global appeal but ups the ante for design and style that is relaxed and chic at the same time.

Glitz and glamour

Dressing up requires the right pair of shoes. With the opening of signature label Charles & Keith (R2 Level), you can romp around in fashionable yet comfy footwear. This is must-have footwear for ladies who require a fusion of style and sensibility. The brand showcases its latest concoction of grace, sensuality and style with the Signature Label that also features a collection of belts and sunglasses.

Only two things remain to accentuate the look—accessories and cosmetics.

Accessory Lab (R2 Level) provides an array of jewelry and fashion pieces designed by talented and renowned artists from the Philippines and Asia. It features eclectic collections from brands and designers like Kristine Dee, Daphne Oseña-Paez, Candy Dizon, Victoria & Beatrice, Benjamin Fausted Son, Janina D. Hosshika, Rodina Chua-Velasco, I. Benjamin and Hoopla. The boutique also offers made-to-order or made-to-fit fashion pieces as well as healing stones and natural crystals, which are said to bring luck, wealth, health or a general sense of well-being or comfort.

Providing a unique alternative for beauty and skin care is Jurlique (R2 Level), with its selection of biodynamic beauty products. Founded by a husband-and-wife team in 1985, Jurlique harnesses the potency of nature to create blends of organic herbs and flowers.

Sizzle and simmer

Grab a bite at Manila's premier cheesesteak place, Elbert's Cheesesteak Sandwiches (P1 Level). Beef, onions, cheese on a bread roll. No fuss and really nothing fancy. But the simplicity is what always gets you. Elbert's Cheesesteak Sandwiches boasts of using thinly sliced USDA-certified sirloin beef and caramelized onions on an 8-inch hoagie roll. Top it off with either cheddar or provolone cheese or even marinara sauce to give that extra creamy, mouth-watering flavor.

Or if you'd like to enjoy family time with the kids, try out Cibo Bimbi (R3 Level), a child-friendly version of all-time favorite Cibo by Gaita Fores. Share a portion of potato chips and mayo dip with your kids as you wait for your food to be served. Whether it's panini, pasta or pizza, your kids will love the tasteful fun servings of Cibo comfort food favorites at Cibo Bimbi.

Head on down to Power Plant Mall at Rockwell and check out these new sweet spots. For more information, call 898 1702 or log on to www.powerplantmall.multiply.com.





LifeStyle Fashion & Beauty

Bliss and luxury from a world leader in fashion and beauty

A posh summer getaway, only from Avon Fashions



LIFESTYLE Fashion & Beauty





Bliss and luxury from a world leader in fashion and beauty

A posh summer getaway, only from Avon Fashions



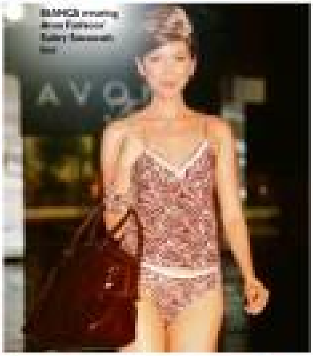




Bliss and luxury from a world leader. . .



BIANCA Valerio in Avon's Bridal Collection





Bliss and luxury from a world leader in fashion and beauty

[illegible]



AVON Gem Chic Genuine Pearl ring

Gem collection

[illegible]



AVON Gem Chic Genuine Pearl earrings



Editor: Ramon D. Velarde

ENTERTAINMENT

'Jay' wins in Barcelona

FRANCIS XAVIER PASION'S "JAY," AN INDEPENDENT film [illegible]

CHEER FACTOR







How to replace Sean Penn

CHEER FACTOR

CANNES, FRANCE—THE CANNES FILM [illegible]

INSIDE

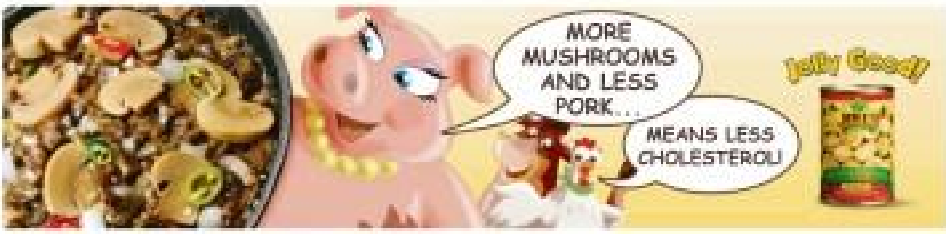
■ **Willie builds a mall; what's up?** Take 5 /H3

■ **Valerie Concepcion at home** Living Stars /H4









As a Kapamilya, Kris shouldn't sulk—Willie

How to replace Sean Penn

Vic wants to see Pia in hot seat on 'Millionaire'

Erik and Sheryn's 'Big C'

Nyoy's 'Cutting Edge'



HAILING HISTORY

Two Pinoys key talents in first animated film to open Cannes

ONLY IN HOLLYWOOD

Ruben V. Nepales

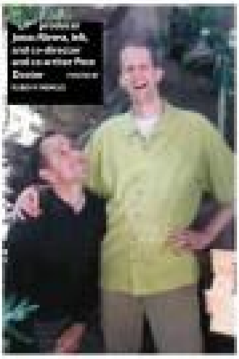


Producer and director don't think of their films as kiddie movies

Historic debut

Longer life span

Passion in animation



LIVING Stars

Seal and Heidi Klum are having a girl

[illegible]

Valerie Concepcion opens her doors to us

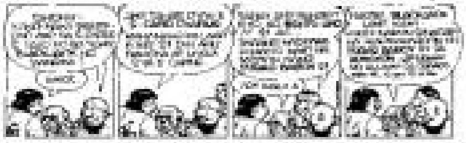
/ Page I4

GARFIELD





PUGAD BABOY



DICK TRACY





JAMES BOND





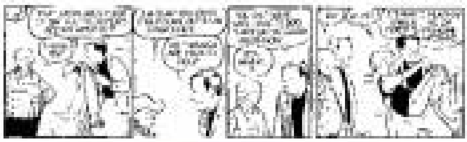
BABY BLUES BY JERRY SCOTT



TULDOK



BEN BY DANIEL SHELTON



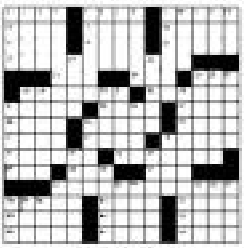


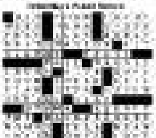


HOROSCOPE

BY FRANCES DRAKE

CROSSWORD PUZZLE





CONCEPTIS SU DOKU

Conceptis Sudoku

			4					
		9				5		
	8		5	9			7	
8		3			4			
		2				3		
			8			4		1
	1			7	3		8	
		4				9		
					2			

HOW TO PLAY SU DOKU

Answer to previous puzzle

3	4	6	9	2	7	5	1	8
6	2	7	5	4	1	3	8	9
1	9	5	8	6	3	4	7	2
4	1	9	[illegible]	8	6	7	2	5
5	6	2	7	1	4	9	8	3
7	8	3	2	9	5	6	4	1
9	3	4	1	7	2	8	5	6
2	7	8	6	5	9	1	3	4
8	5	1	4	3	6	2	9	7



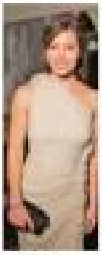
BETH TAMAYO

TAIL TALES

I USED TO HAVE SEVEN DOGS, BUT DECIDED TO GIVE TWO to my brothers... [illegible]

RED CARPET

'Easy Virtue' screening, May 11, NY



JESSICA Biel



MARIEL Hemingway



MICHELLE Monaghan



LINDSAY Price

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

GALLERIA

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 ANGELS & DEMONS
4 IP MAN
5 BFF: BEST FRIENDS FOREVER
6 STAR TREK
7 X-MEN ORIGINS: WOLVERINE
8 DED NA SI LOLO
9 HEAVENLY TOUCH
10 GHOSTS OF GIRLFRIENDS PAST

ERMITA

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 IP MAN
4 ANGELS & DEMONS
5 BFF: BEST FRIENDS FOREVER
6 STAR TREK
7 X-MEN ORIGINS: WOLVERINE / HEAVENLY TOUCH

METRO EAST

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 ANGELS & DEMONS
4 STAR TREK
5 IP MAN
6 X-MEN ORIGINS: WOLVERINE
7 [illegible]
8 BFF: BEST FRIENDS FOREVER

NOVALICHES

1 ANGELS & DEMONS
2 BFF: BEST FRIENDS FOREVER
3 STAR TREK
4 HEAVENLY TOUCH / DED NA SI LOLO

PIONEER

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 BFF: BEST FRIENDS FOREVER
4 STAR TREK

STA. ROSA

1 ANGELS & DEMONS
2 BFF: BEST FRIENDS FOREVER
3 STAR TREK
4 THE SECRET OF MOONACRE

LIPA

1 ANGELS & DEMONS
2 BFF: BEST FRIENDS FOREVER
3 THE HAUNTING IN CONNECTICUT
4 SUPER TYPHOON

DASMARIÑAS

1 ANGELS & DEMONS
2 STAR TREK
3 BFF: BEST FRIENDS FOREVER
4 THE UNBORN

IMUS

1 ANGELS & DEMONS
2 BFF: BEST FRIENDS FOREVER
3 STAR TREK
4 THE UNBORN

ANGELES

1 ANGELS & DEMONS
2 STAR TREK
3 BFF: BEST FRIENDS FOREVER
4 SUPER TYPHOON

STARMILLS

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 STAR TREK
4 BFF: BEST FRIENDS FOREVER
5 BFF: BEST FRIENDS FOREVER
6 X-MEN ORIGINS: WOLVERINE

BACOLOD

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 BFF: BEST FRIENDS FOREVER
4 SUPER TYPHOON
5 X-MEN ORIGINS: WOLVERINE
6 FAST & FURIOUS 4 / WOLFHOUND

ILOILO

1 ANGELS & DEMONS
2 ANGELS & DEMONS
3 STAR TREK
4 BFF: BEST FRIENDS FOREVER
5 X-MEN ORIGINS: WOLVERINE
6 THE HAUNTING in CONNECTICUT

A place to call their own

Valerie Concepcion heads a bustling household composed of parents, siblings and baby daughter

By Bernard San Diego Jr.
Photos by Radu Bagares



FULL HOUSE.

IT WASN'T EXACTLY LOVE AT first sight for TV host-actress Valerie Concepcion.





WELL-APPOINTED living room draws closely to a modern Asian theme.



THE TWO-STOREY structure sits at the center of a lush garden.

Fine china collection









CAPO di Monte ballerina figure





ORANGE crystal vase



